

HOW

AMBITION

USES

AMBITION

TO UNITE REMOTE SALES
TEAMS

The SDR team at Ambition is spread across multiple US cities. See how Ambition sales leaders use Ambition to unite remote reps and build great culture



Build Culture. Win Deals.
ambition.com

AMBITION SDR TEAM

Team lead: Chris O'Connor

Industry: SAAS

Headquarters: Chattanooga, TN

Satellite locations: Nashville,
TN, Buffalo, NY, Atlanta, GA

SDR team size: 7



VISIBILITY AND ACCOUNTABILITY

The SDR team at Ambition is spread across multiple cities, so they need a way to keep metrics, performance and objectives super visible in one place that acts as a "source of truth" for how the team is performing-- along with a way to replicate the buzz of successful, single-location teams.

The Challenge:

The Ambition **SDR team** needed a way to create the atmosphere of a **unified sales team** across their dispersed, remote SDRs. They wanted **visibility into individual and team performance** as well as a **system of accountability** to ensure the SDR reps had clear expectations of performance. Keeping the team **engaged and fired up** to replicate the **buzz of successful sales teams** that sit on the floor together was a must-have. There was also a unique challenge for the remote team in how to structure and **automate 1:1s** to ensure **remote coaching** still felt personal, impactful and essential.

The Solution:

Through the Ambition platform itself, Chris was able to implement a number of strategies to get the remote SDR team replicating some of the benefits to centralized sales orgs. **TVs are used in the HQ offices** to keep the company informed on SDR performance. Automated **Slack triggers** are used by everyone at HQ or remote to **celebrate the reps** as they book meetings or have deals advance. Remote SDRs can run the same TVs as HQ through a URL in their computer browser. **Leaderboard slides** on the TVs provide recognition and motivate reps to improve performance and move up the board. Coaching **1:1 questionnaires are automatically emailed** out to every rep for Chris to review before video conference coaching sessions-- that way he can maximize time of the sessions. **Competitions are broadcast to the TVs** and Slack so the whole company can get involved in cheering along.

TVS AND ALERTS

How they set it up

The TV setup:

Slides

- *Marketing Calendar* -
 - The SDR team is working on providing value to prospects in their cadences. They stream the marketing calendar on their TV to ensure messaging and content aligns with the marketing efforts
- *Leaderboards*
 - Multi-Metric: Individual performance for meetings set, qualified opportunities, outbound calls, and sequenced activities are the metrics broadcast to the monthly leaderboard
 - Weekly Activity: "Race to 100 leaderboard" is a rank based on SDR activity score. It is a threshold goal so every rep is focused on the right daily activities that convert to their objectives
- *Team Goals*
 - SALs, SQLs, and ACV are broadcast in a team goal format to show collective SDR impact to the company
- *Month over Month Performance*
 - Meetings set, pipeline created, and qualified opportunities are shown as monthly totals that automatically turn green when on pace to hit historical performance then "catch fire" when you beat last month
- *Competitions*
 - Twice-a-week call blitz competitions and monthly pipeline competitions

The triggered alert setup:

- Activity score and Objective score attainment
 - When a rep officially hits 100% of their activity or objective score, a notification with their custom anthem and .gif will fire to TVs and Slack. The whole company reacts and cheers 🎉
- Meeting set
 - Anytime an SDR sets a meeting, an alert is triggered to the TVs and Slack. This is great to not only celebrate, but give eyes on the company the meeting was booked with. Other team members can chime in on things they know about the company or connections there to help advance the deal
- Qualified opportunities
 - This one is big. Celebrating quality meetings that advance further through the funnel is a great way to ensure the reps aren't just booking meetings, but booking qualified ones

COMPETITIONS

How they compete on calls and other activity



Tuesday and Thursday call blitzes

1 point for every **10** outbound dials

2 points for every connect

4 points for every meeting booked

2 hour duration twice a week

This setup allows for the objectives of connects and meetings booked to be the primary focus



Pipeline contest

1 point for every meeting set

1 point for every dollar in opportunity pipeline

1 month duration

Running this longer contest in addition to the shorter ones, allows for the team to compete on more than one objective to drive more output. Creating a focus not just on an opportunity but on pipeline dollars ensures the team is focusing on the right ICP and market segment

COACHING

1:1s and beyond

The coaching setup:

Weekly Peer Coaching

- Top SDR shares how they find success- Conducted over Zoom calls
 - The SDR who books the most meetings for the last quarter shares peer learnings once a week. There is a check-in where the SDR answers the following:
 - Best call (share why it is good), worst call (share what went wrong), objection you dealt with and handled successfully, competitive conversation that you handled successfully
 - *This setup saves the manager some time and lets the rest of the team learn from a peer who has boots on the ground every single day as well as helping the team feel connected and united*

1:1 Weekly Coaching with manager

- Temperature check to cover highlights and low lights
- Accounts working check-- any need to add or approve more
- Opportunities that aren't moving-- how can manager help
- Goals or manager asks
- *This setup allows for the manager to have a video or in person conversation with reps once a week to help them stay connected*

Real Time

- When anyone's activity or objective scores look low, the manager can see right away on the TV leaderboard and schedule a 1-off check-in.
- When someone is last place on a competition, the manager can join in on the demo calls and tag team the effort-- creating live coaching moments
- When anyone is advancing deals or booking meetings, the manager can encourage the whole company to shout the rep out thanks to the Slack triggers providing a place for the org to do so

To learn how *Ambition* can help you coach your team, [see a demo at Ambition.com](#)

ABOUT AMBITION

The #1 sales performance software, [Ambition](#) transforms sales teams into revenue engines. From coaching and analytics to TVs and contests, our features make it easy for sales leaders to draw smart insights from data, and to create a culture of success on the sales floor — so that every rep can drive revenue in a powerful, measurable way.

